

THE CLAIMS

The following listing of claims replaces all previous versions and listings.

1.     **(Previously presented )** A method for analyzing a financial services pricing process, comprising the steps of:  
  
receiving data from a plurality of sources in a tool; and  
  
generating a waterfall including the sub-steps of  
  
measuring predetermined pricing metrics using the received data, and  
  
graphing the predetermined pricing metrics;  
  
wherein the waterfall identifies a present value of each of the predetermined pricing metrics in relation to others of the predetermined pricing metrics.
2.     **(Original)** The method of claim 1 wherein the step of measuring the predetermined pricing metrics includes measuring at least one of a discount, a plurality of incentives, a plurality of commissions, a plurality of fees, an underwriting and a market gap.
3.     **(Original)** The method of claim 2 wherein the step of measuring the discount includes measuring a trend of usage percentage.
4.     **(Previously presented )** The method of claim 2 wherein the step of measuring the plurality of incentives includes measuring at least one of a total payout rate in relation to at least one payout rate of a competitor and a trend of usage percentage.
5.     **(Previously presented )** The method of claim 2 wherein the step of measuring the plurality of commissions comprises measuring at least one of a total payout rate in relation to at least one payout rate of a competitor and a trend of usage percentage.

6.     **(Previously presented )** The method of claim 2 wherein the step of measuring the plurality of fees includes measuring at least one of a trend of usage percentage by type and a trend in an average premium amount in relation to type.

7.     **(Original)** The method of claim 2 wherein the step of measuring the underwriting includes measuring at least one of an underwriting error rate and a premium leakage.

8.     **(Original)** The method of claim 2 wherein the step of measuring the market gap includes measuring at least one of a competitive rate, a ranking in relation to major competitors, and a percentage variance from a lowest price.

9.     **(Original)** The method of claim 1 further comprising the step of implementing an action plan based on the measurements of the predetermined pricing metrics.

10.    **(Original)** The method of claim 9 wherein the step of implementing the action plan includes implementing a control plan to automatically trigger the action plan when a measurement of a portion of one of the predetermined pricing metrics associated with the action plan meets a predetermined trigger level criteria.

11.    **(Original)** The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring a market gap and the step of implementing the action plan includes at least one of evaluating a position of all market gap metrics, assessing current production levels and evaluating a need to re-price.

12.    **(Original)** The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring an underwriting and the step of implementing the action plan includes evaluating a need to restructure underwriting guidelines.

13.    **(Original)** The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring a discount and the step of implementing the

action plan includes at least one of assessing a level of discount production and performing a root cause analysis to determine a reason for an increase.

14. (Original) The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring fees and the step of implementing the action plan includes at least one of determining a root cause for a production decline, performing market research to determine new fee types and implementing an action plan to increase production.

15. (Original) The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring commissions and the step of implementing the action plan includes at least one of assessing an impact of a rate reduction on volume, reevaluating a bonus schedule and implementing rate changes if required.

16. (Original) The method of claim 9 wherein the step of measuring the predetermined pricing metrics includes measuring a bonus and the step of implementing the action plan includes at least one of assessing an impact of a rate reduction on volume, reevaluating a bonus schedule and implementing rate changes if required.

17. (Original) The method of claim 1 wherein the step of receiving the data includes receiving the data from at least one of an actuarial system, a commissions system, a bonus system and a competitive analysis database.

18. (Original) The method of claim 1 wherein the step of receiving the data includes receiving at least one of policy information, commissions data, bonus information, and market data.

19. (Original) The method of claim 1 wherein the step of receiving the data in the tool includes receiving the data in at least one of an actuarial data file, a commissions data

extract file, a bonus data file, an institution rollup map file, a date conversion file, a plan code conversion file and a market database.

20. (Original) The method of claim 1 further comprising the step of reviewing a pricing process using the waterfall generated.

21. (Original) The method of claim 1 further comprising the step of identifying opportunities to decrease revenue leaks using the waterfall generated.

22. (**Previously presented**) The method of claim 1 wherein the predetermined pricing metrics are defined at a policy level.

23. (**Previously presented**) The method of claim 1 wherein the step of measuring the predetermined pricing metrics includes summarizing and sorting the received data in the database using a plurality of predetermined database queries.

24. (Original) A system for analyzing a financial services pricing process, comprising:

means for receiving data from a plurality of sources in a tool; and

means for generating a waterfall including

means for measuring a plurality of predetermined pricing metrics using the received data, and

means for graphing the predetermined pricing metrics;

wherein the waterfall identifies a present value of each of the predetermined pricing metrics in relation to others of the predetermined pricing metrics.

25. (Original) The system of claim 24 wherein the means for measuring the predetermined pricing metrics include means for measuring at least one of a discount, a plurality of incentives, a plurality of commissions, a plurality of fees, an underwriting and a market gap.

26. (Original) The system of claim 25 wherein the means for measuring the discount includes means for measuring a trend of usage percentage.

27. (Original) The system of claim 24 wherein the means for measuring the incentives includes at least one of a means for measuring a total payout rate in relation to a payout rate of at least one competitor and a means for measuring a trend of usage percentage.

28. (Original) The system of claim 24 wherein the means for measuring the commissions includes at least one of a means for measuring a total payout rate in relation to a payout rate of at least one competitor and a means for measuring a trend of usage percentage.

29. (Original) The system of claim 24 wherein the means for measuring the fees includes at least one of a means for measuring a trend of usage percentage by type and a means for measuring a trend average premium amount in relation to type.

30. (Original) The system of claim 24 wherein the means for measuring the underwriting includes means for measuring at least one of an underwriting error rate and a premium leakage.

31. (Original) The system of claim 24 wherein the means for measuring the market gap includes means for measuring at least one of a competitive rate, a ranking in relation to major competitors, and a percentage variance from a lowest price.

32. (Original) The system of claim 23 further comprising means for implementing an action plan based on the measurements of the predetermined pricing metrics.

33. (Original) The system of claim 31 wherein the means for implementing the action plan includes means for implementing a control plan to automatically trigger the action plan when the measurement of a portion of one of the predetermined pricing metrics associated with the action plan meets a predetermined trigger level criteria.

34. **(Previously presented)** The system of claim 31 wherein the means for measuring the plurality of predetermined pricing metrics includes means for measuring a market gap and the means for implementing the action plan includes at least one of a means for evaluating a position of all market gap metrics, a means for assessing current production levels and a means for evaluating a need to re-price.

35. (Original) The system of claim 31 wherein the means for measuring the predetermined pricing metrics includes means for measuring an underwriting and the means for implementing the action plan includes means for evaluating a need to restructure underwriting guidelines.

36. (Original) The system of claim 31 wherein the means for measuring the predetermined pricing metrics includes means for measuring a discount and the means for implementing the action plan includes at least one of a means for assessing a level of discount production and a means for performing a root cause analysis to determine a reason for an increase.

37. (Original) The system of claim 31 wherein the means for measuring the predetermined pricing metrics includes means for measuring fees and the means for implementing the action plan includes at least one of a means for determining a root cause for a production decline, a means for performing market research to determine new fee types and a means for implementing an action plan to increase production.

38. (Original) The system of claim 31 wherein the means for measuring the predetermined pricing metrics includes means for measuring commissions and the means for implementing the action plan includes at least one of a means for assessing an impact of a rate

reduction on volume, a means for reevaluating a bonus schedule and a means for implementing rate changes if required.

39. (Original) The system of claim 31 wherein the means for measuring the predetermined pricing metrics includes means for measuring a bonus and the means for implementing the action plan includes at least one of a means for assessing an impact of a rate reduction on volume, a means for reevaluating a bonus schedule and a means for implementing rate changes if required.

40. (Original) The system of claim 24 wherein the means for receiving the data includes means for receiving the data from at least one of an actuarial system, a commissions system, a bonus system and a competitive analysis database.

41. (Original) The system of claim 24 wherein the means for receiving the data includes means for receiving at least one of policy information, commissions data, bonus information, and market data.

42. (Original) The system of claim 24 wherein the means for receiving the data in the plurality of input files includes means for receiving the files in at least one of an actuarial data file, a commission data extract file, a bonus data file, an institution rollup map file, a date conversion file, a plan code conversion file and a market database.

43. (Original) The system of claim 24 further comprising means for reviewing a pricing process using the waterfall generated.

44. (Original) The system of claim 24 further comprising means for identifying opportunities to decrease revenue leaks using the waterfall generated.

45. (Original) The system of claim 24 wherein the predetermined pricing metrics are defined at a policy level.

46. (Original) A method for analyzing a financial services pricing process comprising the steps of:

- receiving data in at least one input file of a pricing process summary tool from at least one data source;
- processing the received data using at least one data analysis tool of the pricing process summary tool;
- generating a pricing process summary including the sub-steps of
  - measuring a plurality of predetermined pricing metrics, and
  - graphing the predetermined pricing metrics;
- wherein the pricing process summary identifies a present value of each of the predetermined pricing metrics in relation to others of the predetermined pricing metrics.

47. (Original) The method of claim 45 wherein the step of receiving the data in at least one input file of the pricing process summary tool includes receiving the data in at least one of an actuarial data file, a commission data extract file, a bonus data file, an institution rollup map file, a date conversion file, a plan code conversion file and a market database.

48. (Original) The method of claim 45 wherein the step of processing the data using at least one data analysis tool includes processing the data using at least one of a pay level tool, a date conversion tool, a price processing summary dashboard, a plan code conversion tool, a product-price tool, a plurality of control charts and a bonus schedule tool.

49. (Original) The method of claim 47 wherein the step of processing the data using the price processing summary dashboard includes processing the data using at least one of a price processing summary worksheet, a discount and a rider worksheet, a commissions worksheet, an average bonus percentage worksheet and a channel allowance worksheet.



50. (Original) The method of claim 45 wherein the step of receiving the data from at least one data source includes receiving the data from at least one of an actuarial system, a commissions system, a bonus system, and a competitive analysis system.

51. (Original) A system for analyzing a financial services pricing process, comprising:

means for receiving data in at least one input file of a pricing process summary tool from at least one data source;

means for processing the received data using at least one data analysis tool of the pricing process summary tool;

means for generating a pricing process summary including

means for measuring a plurality of predetermined pricing metrics, and

means for graphing the predetermined pricing metrics;

wherein the pricing process summary identifies a present value of each of the predetermined pricing metrics in relation to others of the predetermined pricing metrics.

52. (Original) The system of claim 50 wherein the means for receiving the data in at least one input file of the pricing process summary tool includes means for receiving the data in at least one of an actuarial data file, a commission data extract file, a bonus data file, an institution rollup map file, a date conversion file, a plan code conversion file and a market database.

53. (Original) The system of claim 50 wherein the means for processing the received data using at least one data analysis tool includes means for processing the received data using at least one of a pay level tool, a date conversion tool, a price processing summary dashboard, a plan code conversion tool, a product-price tool, control charts and a bonus schedule tool.

54. (Original) The system of claim 52 wherein the means for processing the received data using the price processing summary dashboard includes means for processing the received data using at least one of a price processing summary worksheet, a discount and a rider worksheet, a commissions worksheet, an average bonus percentage worksheet and a channel allowance worksheet.

55. (Original) The system of claim 50 wherein the means for receiving the data from at least one data source includes means for receiving the data from at least one of an actuarial system, a commissions system, a bonus system, and a competitive analysis system.

56. (Original) A system for analyzing a financial services pricing process, comprising:

at least one financial services system having pricing process related data; and  
a price process summary tool including a price process summary dashboard for generating a price processing summary to identify a present value of each of a plurality of predetermined price metrics based on the pricing process related data in relation to other of the plurality of predetermined price metrics.

57. (Original) The system of claim 55 wherein the price process summary dashboard includes at least one of a price process summary worksheet, a discount and a rider worksheet, a commissions worksheet, an average bonus worksheet and a channel allowance worksheet.

58. (Original) The system of claim 55 wherein the at least one financial services system includes at least one of an actuarial system, a commissions system, a bonus system, and a competitive analysis system.

59. (Original) The system of claim 57 wherein the competitive analysis system includes a competitive analysis database.

60. (Original) The system of claim 55 wherein the price process summary tool includes at least one input file for receiving the price process related data from the at least one financial services system.

61. (Original) The system of claim 59 wherein the at least one input file includes at least one of an actuarial data file, a commissions data file, a bonus data file, a cyberlife data file, an institution rollup map, a date conversion file, a plan code conversion file and a market database.

62. (Original) The system of claim 55 wherein the price processing summary tool further comprises at least one of a pay level tool, a date conversion tool, a plan-code conversion tool, a product-price tool, control charts and a bonus schedule tool.